You have your Google Analytics 4 (GA4) property tracking and you're ready to look into building out the same reports you relied on in Universal Analytics.

This will provide you step-by-step instructions on how to create a Campaign-level Engagement and Session Volume report in GA4. The example report will show the performance of carssocial in comparison to other cargurus display, edmunds ad solutions, google display network, and other third party sources. This report will help you gain an understanding of the different ways in which Cars drives traffic (leads/VDP views from Cars.com, leads/VDPs on their site and walk in traffic).

To begin, you will need to log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:



## Step 1 - Create the Free Form Custom Report

Step 2 - Remove All Default Segments and Dimensions

Variables	Tab Settings	- 🖉 Free form 1 🔹	+			ý č	± 8° ⊘ ·	
SEGMENTS -	TECHNIQUE	Device category	mobile	desktop	tablet	smart tv	Totals	
US	Free form 👻	City	Active users	Active users	Active users	Active users	↓ Active users	
Direct traffic	VISUALIZATION	Totals	<b>28,991</b> 70.67% of total	10,717 26.13% of total	1,222 2.98% of total	2 <0.01% of total	41,021 100% of total	
Paid tranic		1 Tampa	4,575	202	62	0	4,836	
# Mobile traffic	°₀ = ©	2 (not set)	2,324	2,252	105	0	4,679	
Tablet traffic		3 Atlanta	2,747	334	25	0	3,103	
DIMENSIONS -	SEGMENT COMPARISONS	4 Bradenton	1,571	626	149	0	2,344	
Event name	Drop or select segment	5 Miami	1,367	125	9	0	1,501	
ii Candar		6 Sarasota	570	236	67	0	873	
	ROWS	7 Bayshore Gardens	558	153	38	0	749	
iii Country	ii City	8 St. Petersburg	463	132	34	0	629	
Device category	Drop or select dimension	9 Chicago	296	289	5	0	590	
First user medium	Start row 1	10 Ellenton	384	133	45	0	562	

Step 3 - Add Dimensions: Session Source / Medium, Session Campaign, and Landing Page (Landing Page only used when looking at VDP traffic)

÷	Analytics Q Try	y searching "property ID"						<b>:: @</b> : <b>(2</b> )
•	Variables	Tab Settings	Free form 1	• +			ර එ	± a⁺ ⊘ •
16	Exploration Name: Free form	TECHNIQUE	category	mobile	desktop	tablet	smart tv	Totals
-		Free form 👻		Active users	Active users	Active users	Active users	↓ Active users
$\odot$	Custom Aug 21 - Sep 19, 2022 🔹	VISUALIZATION		28,991	10,717	1,222	2	41,021
G.	SEGMENTS +							
≡	None	•• = •						
	DIMENSIONS +	SEGMENT COMPARISONS Drop or select segment						
	Eanding page	ROWS Drop or select dimension						
	METRICS +	Start row 1						
	Event count	Show rows 10 -						
\$		Nested rows No -						
*			-					

Step 4 - Add Metrics: Active Users, Event Count, Bounce Rate, Views, Average Engagement Time per Session, and Engaged Sessions. Then, drag these all over to "Values"

← •	Analytics Q T	ry searching "property ID"							0 : 😫
A	Variables	Tab Settings	Free form 1	• +				5 ¢ 4	, ≗, ⊘ .
•••	Aug 21 - Sep 19, 2022   SEGMENTS + None	Start column group 1			Event count	Bounce rate	Views	Average engagement time per session	Engaged sessions
6	indic	groups		41,021	364,627	42.25%	166,827	1m 14s	35,135
	DIMENSIONS +	Active users     Event count     Bounce rate     Views							
	Active users     Event count     Bounce rate     Views	Image: Average engageme         Image: Engaged sessions         Drop or select metric         Cell type         Bar ch ▼							
¢	Average engageme     Engaged sessions	FILTERS Drop or select dimension or							



Step 5 - Drag the "Session Campaign" Dimension over to Rows. Also, increase the number of rows that can be shown (default is 10).

÷ .	Analytics Q T	ry searching "property ID"						: (
A	Variables _	Tab Settings	🖉 Free form 1 🔹 🕂			¢	c 🖌 😂*	⊘ •
11	Exploration Name: Free form	ROWS	Session campaign	↓ Active users	Event count	Bounce rate	Views	engag
0	Custom Aug 21 - Sep 19, 2022	Session campaign Drop or select dimension	Totals	<b>41,021</b> 100% of total	<b>364,627</b> 100% of total	42.25% Avg 0%	166,827	
	SEGMENTS +	Sart row 1	1 (organic)	17,576	134,917	37.36%	56,804	
≡	None	Show rows 100 -	2 (direct)	6,964	61,838	49.16%	28,257	_
			3 lookalike	3,752	20,024	58.17%	8,393	
	E Session source / m	No •	4 googlemybusiness	2,995	51,328	17.11%	26,180	
	II Saccion compoien	COLUMNS	5 (not set)	2,500	23,975	36.08%	13,347	
		Drop or select dimension	6 (referral)	2,377	29,028	42.75%	14,617	
	Landing page	·······	7 retargeting	1,495	10,553	53.2%	4,759	
	METRICS +	Start column group 1	8 prospecting	1,164	5,321	61.02%	2,120	
	Active users	Show column groups 5 -	9 DLI 114708 DIV USED Dynamic Used Intent	694	3,456	35.62%	1,394	
	··		10 dynamic	460	1,661	88.34%	581	
	Bounce rate	VALUES	11 cars.com_carssocial	267	1,547	55.47%	700	
ų.	:: Views	Event count						

## Step 6 - Select Plain Text as the Cell Type. Then, create a Filter:

Session / Source Medium | contains | cars.com / referral

•	Variables	Tab Settings	🖉 Cars.com Ref 👻 🚺	+			5 ¢ .	± 2° ⊘	•
1.	Uther Referrals	Engaged sessions	Session campaign	↓ Active users	Event count	Bounce rate	Engaged sessions	Views	Aver
2 R	DIMENSIONS +	Average engageme           Drop or select metric	Totals	<b>615</b> 100% of total	<b>4,294</b> 100% of total	<b>47.76%</b> Avg 0%	467 100% of total	<b>1,910</b> 100% of total	
⊟	II Session campaign	Cell type Plain t 👻	1 cars.com_carssocial	267	1,547	55.47%	179	700	
	E Landing page	FILTERS	3 cars.com_VDP_referral	72	736	13.98%	80	359	
	METRICS +	Session source / m	4 cars.com_display	44	202	69.81%	16	73	
	Active users	Filter	5 (referral)	37	302	40%	30	135	
	Event count	contains 💌	6 cars.com_premier_deeplink	13	82	26.67%	11	36	
	# Transactions	cars.com / referral	7 cars.com_DPP_referral	4	44	0%	4	21	
	Bounce rate	CANCEL APPLY							
;	<ul><li>Views</li><li>Average engageme</li></ul>	Drop or select dimension or metric							



## Step 7 - Duplicate the report by clicking on the arrow circled below. In this copy of the report, make two new filters:

Session / Source Medium | does not contain | cars.com

Session / Source Medium | contains | referral

	Variables	Tab Setting	s _	0	Other Referrals	• +			5	∂ ± 2	3⁺ ⊘ ▾
ľ	SEGMENTS +	Engage	d sessions	Ses	ssion campaign		Event count	Bounce rate	Engaged sessions	Views	Average en
	Cars.com First User										time p
	Other Referrals		engageme		Totals	2,138 100% of total	<b>30,416</b> 100% of total	36.09% Avg 0%	2,619 100% of total	<b>15,626</b> 100% of total	
	DIMENSIONS +	Drop o	r select metric	1	(referral)	1,786	26,098	38.77%	2,224	13,547	
	Esssion source / m	Cell type	Plain t 👻	2	autotrader_listings	229	2,805	21.19%	264	1,342	
	Session campaign			3	cargurus_listings	113	1,357	21.19%	119	658	
	Landing page	FILTERS		4	autotrader_alpha	12	97	62.5%	6	45	
	METRICS +	Filter	source / m	5	kbb_listings	4	59	20%	4	34	
	Active users	does not	contain 💌								
	Event count	cars.con	n								
	# Transactions	CAN	CEL APPLY								
	Bounce rate	Session	source / m								
	Views	Desalor									
	E Average engageme	Drop or se	metric								

Step 8 - Click and drag over the Session Source / Medium Dimension to Rows, and remove the Session Campaign Row.

Variables _	Tab Settings	C 🖉 Other Referrals ▾ +			5	∂ ¥ 8°,	$\oslash$
Exploration Name: Free form	TECHNIQUE Free form	Session source / medium		Event count	Bounce rate	Views	er
Custom Aug 21 - Sep 19, 2022	VISUALIZATION	Totals	<b>2,138</b> 100% of total	<b>30,416</b> 100% of total	<b>36.09%</b> Avg 0%	<b>15,626</b> 100% of total	
SEGMENTS +		1 m.facebook.com / referral	535	3,412	57.6%	1,780	
None	••• = 🛇	2 vinurl.com / referral	267	3,005	39.9%	1,519	
		3 coxauto.com / referral	261	5,348	30.07%	2,856	
	SEGMENT COMPARISONS	4 autotrader.com / referral	242	2,917	23.01%	1,395	
i session source / m	Drop or select segment	5 Im.facebook.com / referral	191	1,492	46.93%	872	
Session campaign		6 l.facebook.com / referral	161	1,516	41.67%	782	
Landing page	Rows	7 syns.co / referral	151	890	56.8%	397	
METRICS +		8 cargurus.com / referral	113	1,357	21.19%	658	
	prop or select dimension	9 chevrolet.com (referral	60	800	20.04%	271	



Step 9 - Duplicate the new report again by clicking on the arrow circled below. In this new copy of the report, use Bar Chart as the Visualization tool.

← .	Analytics Q Tr	y searching "property ID"		:: 0	:
<b>A</b>	Variables	Tab Settings	C O ⊘ All Referrals ▼ +	ර ් ප් ළෑ	⊘ •
11.	Exploration Name: Free form	TECHNIQUE Free form	All Users Active users		
0	Custom Aug 21 - Sep 19, 2022	VISUALIZATION	m facebook.com / referral		
Ш С	SEGMENTS +		vinurl.com / referral		
	DIMENSIONS +		coxauto.com /		
	Session source / m	Drop or select segment	autofrader.com / referral		
	Landing page	BREAKDOWNS	Im facebook.com / referral		
	METRICS +	Start row 1	0 200	400	600
\$	Event count	Bars per dimension 5			
	ii Rounce rate				

Step 9 - Set Bars per Dimension equal to 10. Then, delete the following filter so that the one shown in the attached screenshot is the only one remaining:

Delete: Session / Source Medium | does not contain | cars.com Keep: Session / Source Medium | contains | referral

← .	Analytics Q Tr	y searching "property ID"		<b>:: @</b> : <b>Q</b>
n	Variables	Tab Settings		c ± ≥t ⊙ ▼
	Exploration Name: Free form	BREAKDOWNS	All Users Active users	
0	Custom Aug 21 - Sep 19, 2022	Start row 1	cars.com / referal	
© ⊞	SEGMENTS +	Bars per dimension 10 •		
	None	VALUES	intilizablok.com / referral	
	DIMENSIONS +		vinurt.com / referral	
	Session campaign	Session source / m	coxauto.com /	
	E Landing page	Filter contains 👻		
	METRICS +	referral	autotrader.com /	
	Event count	CANCEL APPLY	Im.facebook.com / referral	
\$	Bounce rate	Drop or select dimension or metric		





We now have 3 tabs in this one report.

- 1) Shows only Cars.com referral traffic categorized by campaign.
- 2) Shows all non-Cars.com referral traffic categorized by source / medium.
- 3) Shows a simple visual to show how many Cars.com referrals there are compared to other sites.

← .	Analytics Q Try sear	ching "property	ID"					:: Ø
n.	🖉 Cars.com Ref 👻 🚺	A +						5 C ± 2*
11	Session campaign	↓ Active users	Event count	Bounce rate	Views	Average engagement time per session	Engaged sessions	
$\odot$	Totals	615 100% of total	<b>4,294</b> 100% of total	<b>47.76%</b> Avg 0%	1,910 100% of total	Om 39s Avg 0%	467 100% of total	
R	1 cars.com_carssocial	267	1,547	55.47%	700	0m 28s	179	
▤	2 cars.com_deeplink	181	1,381	46.95%	586	0m 42s	148	
	3 cars.com_VDP_referral	72	736	13.98%	359	1m 16s	80	
	4 cars.com_display	44	202	69.81%	73	0m 10s	16	
	5 (referral)	37	302	40%	135	0m 59s	30	
	6 cars.com_premier_deeplink	13	82	26.67%	36	1m 45s	11	
	7 cars.com DPP referral	4	44	0%	21	0m 54s	4	

Analytics - Any seatching property						
C 🖉 Other Referrals 👻 🔥 +					Ċ	ở ¥ 않 €
Session source / medium	↓Active users	Event count	Bounce rate	Views	Average engagement time per session	Engaged sessions
Totals	2,138 100% of total	30,416 100% of total	36.09% Avg 0%	15,626 100% of total	<b>1m 51s</b> Avg 0%	2,619 100% of tota
1 m.facebook.com / referral	535	3,412	57.6%	1,780	0m 23s	318
2 vinurl.com / referral	267	3,005	39.9%	1,519	1m 50s	253
3 coxauto.com / referral	261	5,348	30.07%	2,856	2m 04s	472
4 autotrader.com / referral	242	2,917	23.01%	1,395	1m 33s	271
5 Im.facebook.com / referral	191	1,492	46.93%	872	0m 34s	147
6 l.facebook.com / referral	161	1,516	41.67%	782	1m 11s	140
7 syns.co / referral	151	890	56.8%	397	0m 35s	89
8 cargurus.com / referral	113	1,357	21.19%	658	9m 19s	119
9 chevrolet.com / referral	60	800	28.04%	371	1m 25s	77
10 bradentonchevy.com / referral	23	260	50%	133	0m 52s	24
11 conversations dealerinspire com / referral	20	2 2 5 7	25.93%	1 173	1m 36s	180





1)

2)